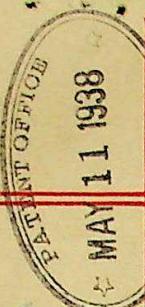


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HYDRO-VAC, Inc.

WALNUT BUILDING,

DES MOINES, IOWA

MANUFACTURERS OF THERAPEUTICAL VACUUM EQUIPMENT

a Genuine **HYDRO-VAC** ^{\$} ~~for~~ **9 75** *Complete*

The Most Sensational News Since the Discovery of the Vacuum Principle

Dear Friend:

Here's the last word -- a genuine HYDRO-VAC for only \$9.75.

That is not a "down payment". There is nothing more to pay.

That is not for part of the equipment. It is Complete!

That is merely the new price now made possible by engineering advances that have cut the cost of manufacture -- and by buying parts and raw materials in large quantities.

Think of it! The first Vacuum Machine for treating the scalp cost \$150.00. In a few months machines were being made in such quantities that the cost was reduced to \$39.50 -- then to \$21.50. Later better engineering made possible a price of \$17.50 and now -- for the price of a dozen hair-cuts -- \$9.75 -- you can have a genuine Vacuum Machine for your personal use at home.

All the details are given inside this folder. Here is a Common Sense explanation of the principle underlying the Vacuum Method for treating the scalp. See what the doctors say in the smaller folder enclosed. Then rush your scalp analysis blank and your order at once. Get started, now, toward giving your hair roots the nourishment they so greatly need.

This price will not be reduced. No special offers will be made. If you want hair there is nothing to wait for. Rush your order and get your treatments started at once.

Sincerely yours,

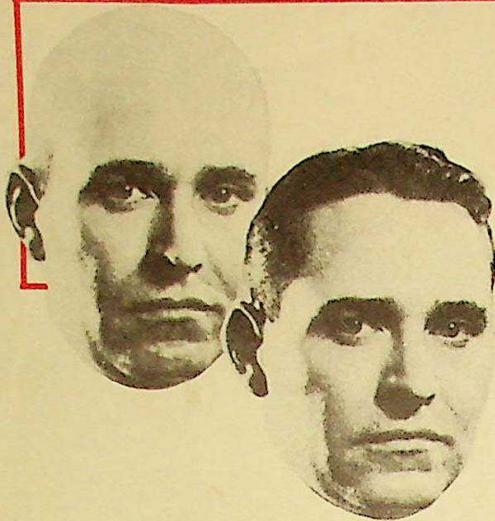
L. B. Patterson
President
HYDRO-VAC, INC.

If You're Headed for a Wig—
Do Something Before It's
Too Late!

MAY 11 1938

DIV. 55

Can YOU Grow HAIR?



The facts given in this book on the cause and cure of baldness are intended for intelligent men. As nearly as we can ascertain by checking these statements against the opinion of medical authorities and other scientific sources they are correct according to the latest

discoveries and beliefs held by the various schools of therapeutics. If you are looking for impossible promises or "overnight" cures for your condition, read no further. If you want to form an intelligent conclusion of your own, take time to read and weigh thoughtfully the facts set forth in these pages.

The Vacuum Treatment for Baldness employs a principle that

is now widely used in hospitals for the treatment of members where circulation is dormant or dead. It has also found an application in costly installations for barbers and beauty shops where regular treatments may be had. Now, with the introduction of HYDRO-VAC, the same principle has been made available to everyone for home use and at a cost easily within the reach of anyone.

WILL THE VACUUM PRINCIPLE REALLY GROW HAIR?

THAT'S a very natural question. Most men who suffer the humiliation of baldness have been fooled so often by "fake" cures or worthless treatments that they have become skeptical. Even the men whose falling or thinning hair is a warning signal of rapidly approaching baldness have found that the so-called "tonics" and "hair-restorers" serve merely to cleanse the scalp, and are of little value in actually checking the loss of hair. So these men, too, have a right to ask, "Will the Vacuum Principle really grow hair?"

If we answered this question by merely saying "YES", we would not be telling the whole truth. The plain facts are these:

Opinions or Facts?

It has long been the *opinion* of many authorities that a large majority of baldness is caused by a deficient supply of blood to the hair roots. But that is an *opinion*. It may be right or wrong. So let us forget *opinions* and give consideration only to the established facts—the things we KNOW. Then let us examine the Vacuum Principle in the light of knowledge and common sense.

This one thing we DO KNOW: No part of the body can be healthy without a rich supply of healthy blood. The blood stream does two extremely important jobs. (1) It carries food and nourishment to every part of the body. (2) It carries poisons away from these

parts and expels them from the body through various organs. The blood stream is both grocer boy and garbage man.

There are two principal kinds of blood vessels, the arteries and the veins. The arteries are the pipe lines that carry the fresh, pure, clean blood from the heart all through the body, to every organ, every bone, every bit of tissue. There, after dropping its food, the blood picks up the poisons that accumulate as the natural result of the physical process. These poisons are carried back to the lungs through the veins. There, the poisons are thrown off, the blood purified, before it returns through the heart to the arteries and goes out with another load of food.

Nourishment in Blood!

The blood in the veins is loaded with poisons, while the arterial blood is loaded with nourishment of many different kinds. Each different part of the body requires a different kind of nourishment. The organs, such as kidneys, spleen, and stomach, being composed of a certain kind of tissue, require certain particular kinds of food. The bones, we know, pick up calcium, lime and other chemicals. The nails on fingers and toes, as well as the hair in eyebrows, beards, and on the head, require another certain kind of food. And, Nature, in her marvelous way, has made it possible for every part of your body to take out of the blood stream exactly the chemical or food needed for the growth and health of

that part.

Is Your Blood at Fault?

These things we KNOW. Now let's use a little common sense. Does hair grow *anyplace* on your body? If you have eyebrows, lashes, beard or a fringe of hair still left on your head, then you KNOW that your blood stream has in it the kind of food needed by the hair roots. If this was not the case, no hair would grow *anyplace* on your body. So, we can now be *sure* of one FACT: Your blood *has in it* the chemicals and foods needed to cause hair to grow.

All right: then, why are you losing hair? Why are you becoming bald? If your baldness is not the result of some disease or fever that has actually destroyed the hair roots, why is it that the hair grows in some places and not in others? Why doesn't it grow on your head? Is it because those scalp roots are not getting enough nourishment out of the blood?

Eat or Die!

We don't know the answer to that question—no one does. If the blood supply to the hair roots in the scalp is deficient—if those deep-lying scalp roots are getting only one-fifth or one-tenth as much blood as they need, it may be that your baldness is caused by lack of nourishment. WE DO KNOW that anything that is not fed WILL DIE. Babies, grown-ups, plants, trees, animals, waving grain in the fields, and even parasites and microbes *must eat*. Otherwise they DIE.

BUT—all these things can also die from another cause. They can die as a result of BEING POISONED. So, it is also possible that your baldness may be caused by an accumulation of poison around the hair roots. If the blood supply is not vigorous enough to carry away the poisons that form, the poisons have no way of escaping. They remain where they form, and destroy health at that part.

That this is a well established FACT is shown by the action of gangrene poisoning. If the arteries and veins are injured in the ankle so that the foot does not get fresh blood, so that there is no flow of blood to carry off the poisons that form, those poisons just accumulate and spread through the tissues until they kill the whole body. In fact, that is what gangrene is—an accumulation of poisons which the blood has not carried away.

These Facts are KNOWN

Therefore, since you know that your blood has in it the nourishment needed by the hair roots, it is logical to believe that these roots are not healthy for one of two reasons—or both. Either they are not getting enough food or they are being slowly poisoned, or they are affected by a combination of both.

BUT—and here's hope: Since both of these suspected causes are directly due to lack of sufficient blood, then it follows that if you supply blood in sufficient quantities to fill up the network of tiny arteries, capillaries and veins in the scalp, the increased supply of blood will bring the needed food to the hair roots and it will carry away the poisons. So, whichever it is, starvation or poison, it seems perfectly logical to believe that increased blood supply is all that is needed to nourish and feed the hair roots. And if that is done, then the hair should grow. That brings us to one more question:

Inactivity SLOWS Circulation

You may say, "Why shouldn't I have a perfectly normal blood supply in my scalp?" If a healthy head of hair means a good supply of rich blood, lots of men must have good circulation in the scalp. Why haven't you? We don't know, of course, but we can guess. The chances are you can't exercise as much or as vigorously as you did when you were younger. Just think for a minute—how many day laborers have you ever seen with bald heads? Men who do hard manual work eight to ten hours a day usually have heavy shocks of sturdy, healthy hair. Most of the bald men you know have office jobs, store jobs, or are professional men or salesmen. Nothing they do causes the blood to course vigorously through their veins. Nothing in their work stimulates a rapid, forceful flow. Their hearts

pump less vigorously and not as much blood is forced to the extremities—the head, feet and hands.

Movement Increases Circulation

If this reasoning is correct, then why does hair grow anywhere on the heads of these men? Why are they not completely bald? Put your fingers on your temples and move your mouth as though you were chewing. ACTION! Stimulation! Blood supply! Put your fingers at the back of your neck on the hair and turn your head. Again, Action! You turn your head constantly, all day. You chew food or talk or move your mouth almost constantly. Even a smile will move the scalp around the ears and this movement stimulates blood supply.

Now, put your fingers on the spot where your baldness is most pronounced, put them right in the middle of your bald spot. Turn your head to right and left. Move it up and down. The scalp movement is almost zero—there is none that you can detect. Put your fingers there again and move your mouth in speech or as though you were chewing. Again no scalp movement! Nothing to stimulate the flow of blood. You still have hair in the places where the flow of blood is constantly stimulated by movement. And in those spots where there is little or no movement, your hair is either falling out or gone.

Three Vital FACTS!

Now we KNOW certain statements to be FACTS. Now we can take the statements we know to be true and start putting two and two together. (1) Your blood carries the proper food for hair growth. We know that. (2) In those places where the flow of blood is stimulated by muscular activity or movement, you still have hair. We know that. (3) You are not forcing this blood to the scalp at the spot where your baldness is most pronounced. We know that.

Therefore, it seems that there is only one conclusion—all these facts point to one important hypothesis or belief. If the starved or poisoned hair roots are fed and the poisons removed, the sick or underfed roots will become healthy and grow again. If this happens, then there is nothing in the world that can prevent the healthy new hair from popping out on your head.

So now the only question is this: Will the HYDRO-VAC bring blood to your scalp in sufficient quantities to do any good? The answer to that is positive. IT WILL!

Positive Action

The HYDRO-VAC acts just like a child drinking soda water through a straw. The child sucks the air out of the straw and the liquid in the glass

rushes up the straw to fill the vacuum. When you put on the HYDRO-VAC Helmet, the same thing happens. The water motor sucks the air out of the helmet and the blood rushes up to the scalp to fill the capillaries around the hair roots. You can feel it. With your very first treatment you KNOW that blood is coming up to the roots in large quantities. Your scalp tingles. Your skin feels alive. Your scalp feels AWAKE. As long as you keep the vacuum on, the blood stays there in the capillaries around the hair roots. It can't move on until you release the vacuum. The starved and shriveled hair roots have a chance to extract from the blood the chemicals and foods they require. Then you release the vacuum. The blood picks up its load of poisons and flows on through the veins. Again you bring up a new supply. By simply alternating, first a vacuum, then a release, then a vacuum, then a release, you artificially produce the circulation that Nature intended those hair roots to have!

NOW you know the facts of HYDRO-VAC. You have not been given any imaginary or impossible stories. You have not been promised that new hair can be grown in a day or a week. You have not been hammered at with the usual ridiculous talk about the "magical" properties of some "secret" formula.

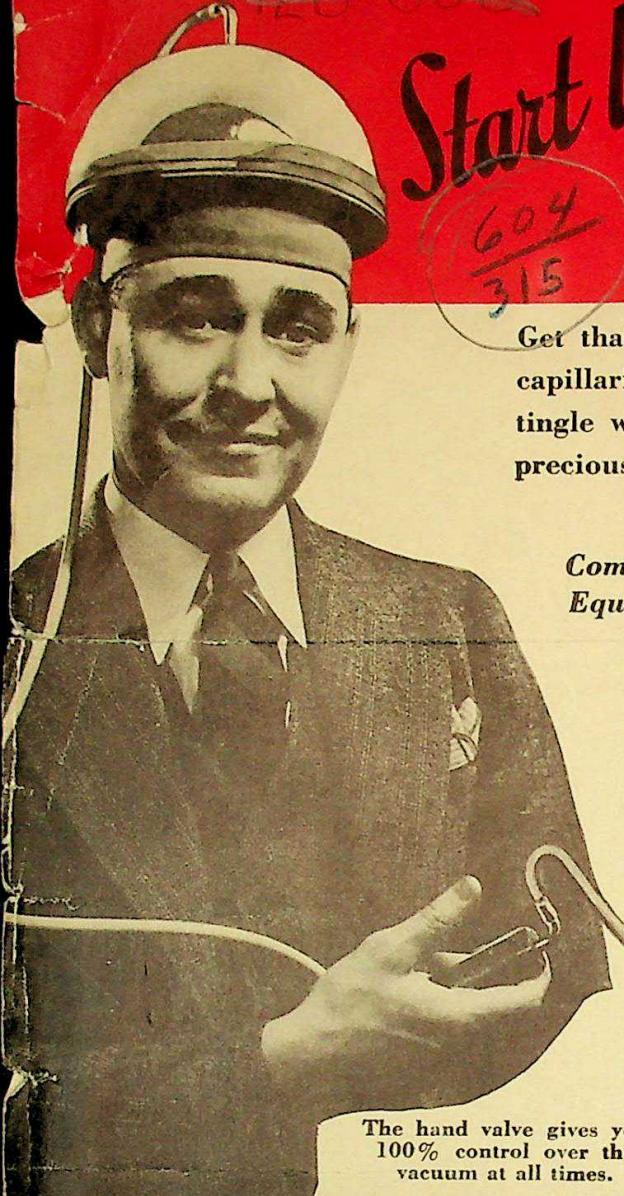
The whole story of HYDRO-VAC is one of common sense. It is so easy to understand that any intelligent person can grasp the logic and sense the scientific accuracy of its conception and application.

You know and we know that HYDRO-VAC is not going to grow hair in every case. To think it could would be ridiculous. But you know that the Vacuum Principle is RIGHT. You know that the one sure way to find out whether HYDRO-VAC will grow hair on your head is to try it on your head.

We might print enough testimonials to fill this book about what HYDRO-VAC has done for others, but they wouldn't mean a thing to you. What you want to know is: "What will HYDRO-VAC do for me?" And the only way you can find the answer to that question is to TRY it on YOUR HEAD.

Of this thing you can be sure—if HYDRO-VAC fails, if the vacuum principle will not grow hair on your head, NOTHING WILL. For HYDRO-VAC represents the last word on scalp treatment. It is Science's gift to the man who is bald. We know of nothing that holds out as much promise. Make up your mind that your future, your standing in commercial and social life, your appearance is worth enough to you to justify the investment of a few dollars and a few minutes a day of your time.

Start Your TREATMENT Right Away



Complete Equipment

\$9.75

NOTHING MORE
TO BUY!
NOTHING MORE
TO PAY!

Fits any faucet. Simple and foolproof. No water can touch your head. Costs only a few pennies for each treatment.

The hand valve gives you 100% control over the vacuum at all times.

15 MINUTES EVERY DAY

Or, 20 minutes every second day. After a few treatments the shrunken capillaries are expanded—soon normal circulation can be restored. Treatments are easy to take. Often the first few weeks bring results that are so encouraging you will want to take them morning and night.

Now that it is so easy and so cheap there is no reason for delay. Check your scalp condition on the enclosed order blank. Give us the necessary

information. If we think there is no chance we will return your money. If there is nothing apparent about your condition to brand it as hopeless, we will ship your equipment at once.

It will take but a minute. Take that minute, now. Don't let the matter of a few minutes and a few dollars stand between you and a healthy, heavy, head of hair.

HYDRO-VAC, Inc., Walnut Bldg., Des Moines, Iowa

Get that rich, nourishing blood coursing through the veins and capillaries of your scalp. Feed those starved roots. *Feel* your scalp tingle with the very first treatment. *Feel* the blood bringing its precious cargo of food to the living follicles.



HOW WATER PRESSURE
IS USED TO CREATE A

VACUUM

1. Universal connector fits all types of cold water faucets in all sizes. Adjustable chain holds connector securely in place.
2. Water flows through motor, creating vacuum suction.
3. Air hose leads from water motor to helmet. No water flows thru this hose.
4. Vacuum Release valve gives operator complete and instant control of degree of vacuum and duration of pull.
5. Helmet of polished aluminum is light in weight and can be worn with no discomfort.
6. Head band of pure gum rubber fits snugly around forehead and prevents outside air from entering and destroying vacuum.

HOW WATER PRESSURE IS
USED TO CREATE A
VACUUM

Water, under pressure, running through a scientifically engineered venturi nozzle draws air out of the hose until the desired vacuum has been produced in the helmet.

TAMPER-PROOF SEALED UNIT

The entire unit is adjusted, tested, and approved, before being sealed in the tamper-proof water-motor housing.

10 POUNDS PRESSURE

The HYDRO-VAC Motor is so well designed that it will produce satisfactory vacuum for treatments on pressure as low as 10 pounds.

COSTS LESS THAN A PENNY A TREATMENT

While the faucet is turned on to full opening during the treatment, the amount of water that is permitted to flow through the tiny venturi opening is so little that the cost per treatment is only two-thirds of a cent for twenty-minute treatments when figured at the current water rate in Des Moines.